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ENVIRONMENT CANADA
CANADIAN PARKS SERVICE

BELLEVUE HOUSE NATIONAL HISTORIC SITE VISITOR USE SURVEY

FINAL REPORT

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Submitted to:

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BELLEVUE HOUSE NATIONAL HISTORIC SITE
VISITOR USE SURVEY

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BELLEVUE HOUSE NATIONAL HISTORIC SITE
VISITOR USE SURVEY

I. INTRODUCTION

This report provides a descriptive analysis of the results of a survey conducted of visitors to Bellevue House National Historic Site between June and October 1991. The rationale for conducting the survey was based on the need for the Canadian Parks Service (CPS) to gain a better understanding of the changing needs and characteristics of visitors to the site. Specifically, the survey provides a benchmark base of information which can be used as partial input towards future operational, marketing and developmental initiatives for Bellevue House.

Previous research identified four key issues which led to the initiation and design of the current study:

- the need for variety in interpretative programming targeting different user groups could not be estimated due to a lack of evaluative information;
- the effectiveness of the audio-visual presentation in the visitor reception centre, exhibits, costuming, demonstrations, dialogues and guide stationing for the house and grounds could not be estimated due to the lack of direct qualitative or empirical feedback from visitors;
- Service Planning required data that could be used to assess the impact and effectiveness of promotional efforts; and,

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- congestion and overcrowding were identified as a critical problem, with possible ramifications on the quality of the visitor's experience at the site.

From these issues, four basic objectives were developed for the design, execution and analysis of this survey:

- to develop a profile of visitor and trip characteristics suitable for use in market, impact, and demand analyses;
- to determine the level of use and relative importance to the visitor of the full range of facilities, services, and programs;
- to assess levels of satisfaction with key facilities, services and programs related to the visitor activities/services function; and,
- to assess the expectations regarding key facilities, services, and programs related to the visitor activities/services function.

Typically, reporting of these types of surveys can be very detailed and technical in nature. The approach adopted in reporting the survey results is guided by the need to ensure the statistics and corresponding analysis can be of practical use to CPS management. Readers are encouraged to consult Appendix A for a summary of statistics to each question in the survey. A series of more detailed, indexed tables have been submitted under separate cover.

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II. METHODOLOGY

Based on specifications provided by CPS, an intercept - mailback survey methodology was used to sample visitors to Bellevue between June 1991 and October 1991. Using a time sensitive stratified sampling procedure, 987 intercept interviews were conducted on site and 486 mail-back questionnaires were returned, representing a response rate of 49%, despite a postal strike during the survey period. The typical response rate for mail surveys in Canada is between 32% and 39%, indicating a strong interest among respondents to this survey to participate and well managed field procedures to ensure high response. The final sample of 486 respondents is considered to be statistically accurate within a 4.4% margin at the 95% confidence level.

A detailed elaboration of the survey methodology including sampling procedures, response rates, statistical weighting and survey disposition statistics have been submitted under separate cover (*Preliminary Data Report* and *Final Research Design*). Readers are encouraged to consult these reports for a thorough review of the methodology.

III. PROFILE OF VISITORS

Almost two out of every three respondents in the survey were Ontario residents. As Exhibit 1 shows, 22% of visitors were Kingston residents, 11% report residing in Toronto and 32% in other parts of Ontario. By comparison, only 5% of respondents were from Quebec, indicating substantial opportunities to attract more visitors from this large base of the Canadian population, particularly given its close proximity.

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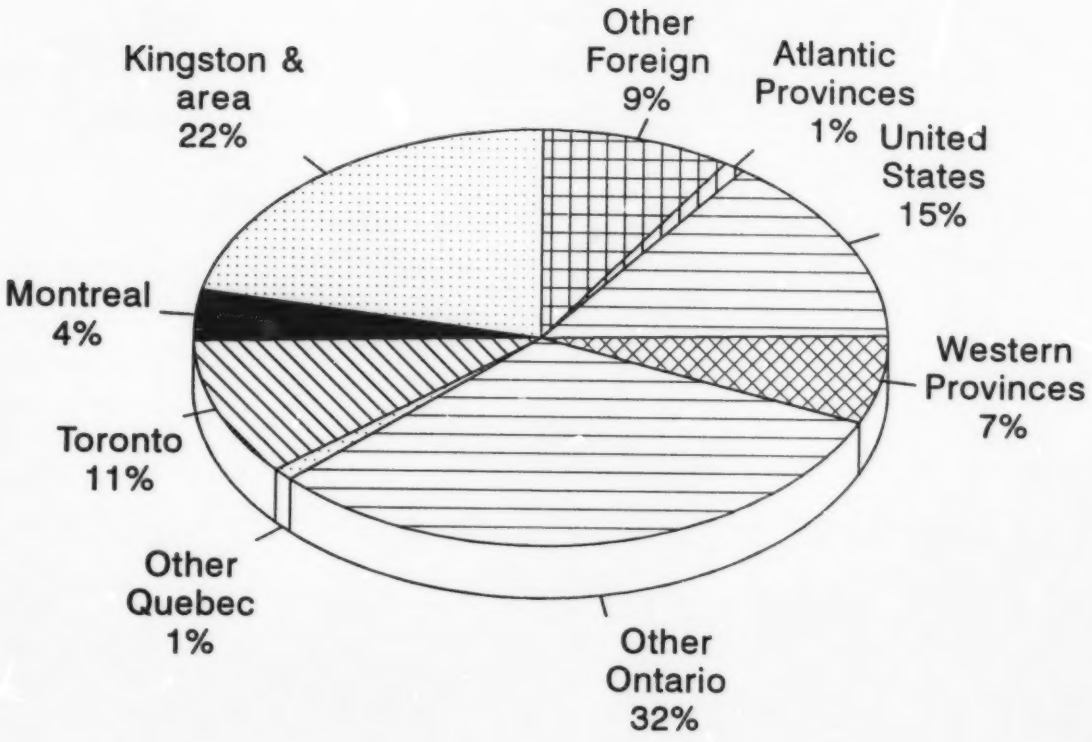
Exhibit 1
Respondent's Place of Residence



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Foreigners accounted for almost one-quarter of respondents with 15% from the United States and 9% from other foreign countries.

We can infer from the survey that the majority of respondents were first time visitors: 83% indicated they had not visited Bellevue in the previous two year period. Among those who did visit in the past two years, the vast majority were from the Kingston area. The evidence clearly supports the hypothesis that a first time visit to Bellevue acts as a seeding effect for subsequent visits. Those who did visit in the previous two year period reported an average 2.3 visits. Among all respondents, one in four (24%) stated a positive intention to re-visit in the next two year period and 39% were unsure of their future plans, as shown in Exhibit 2.

The average size of visiting parties among those surveyed was 3.1 persons. Demographically, Bellevue attracts proportionately more people in the 50-64 year age bracket as shown in Exhibit 3 (one in four respondents fall into this category). This finding is consistent with that of other travel related surveys showing a higher proportion of 50-64 year olds interested in touring type vacations and higher than average travel motivations centred on heritage and historical attractions. As specified by CPS, a more detailed breakdown of age groups was captured from a question which probed for the ages of all people in the respondent's party. The results shown in Exhibit 4 reveal that 19% of all respondents actually fall into the "under 18" age group. This substantiates the attractiveness of Bellevue as a family destination as well as a popular destination for school-aged children.

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Exhibit 2

"Do You Plan To Visit Bellevue House Again Within The Next Two Years?"

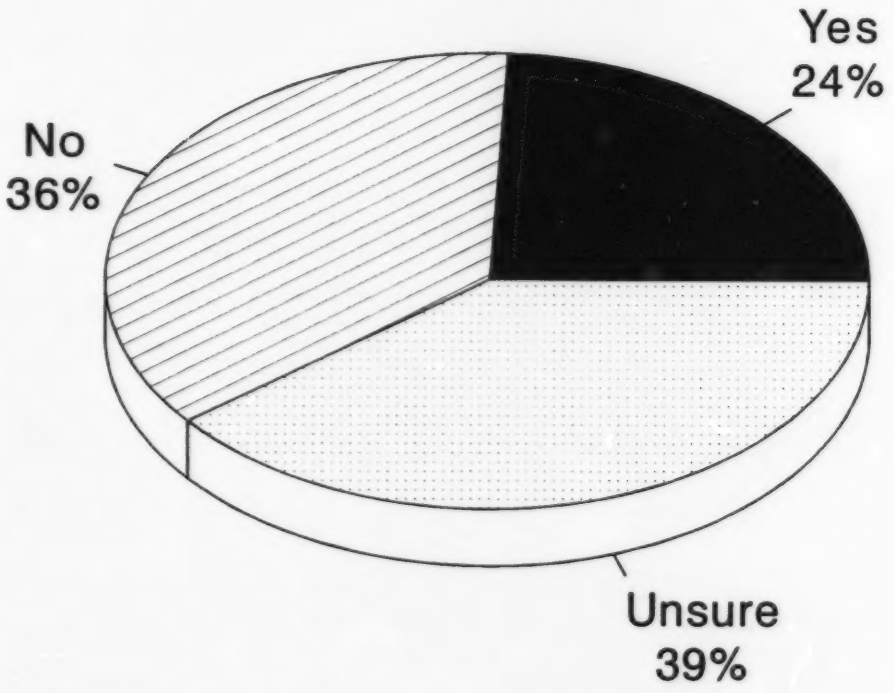

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Exhibit 3
Respondent Age Profile

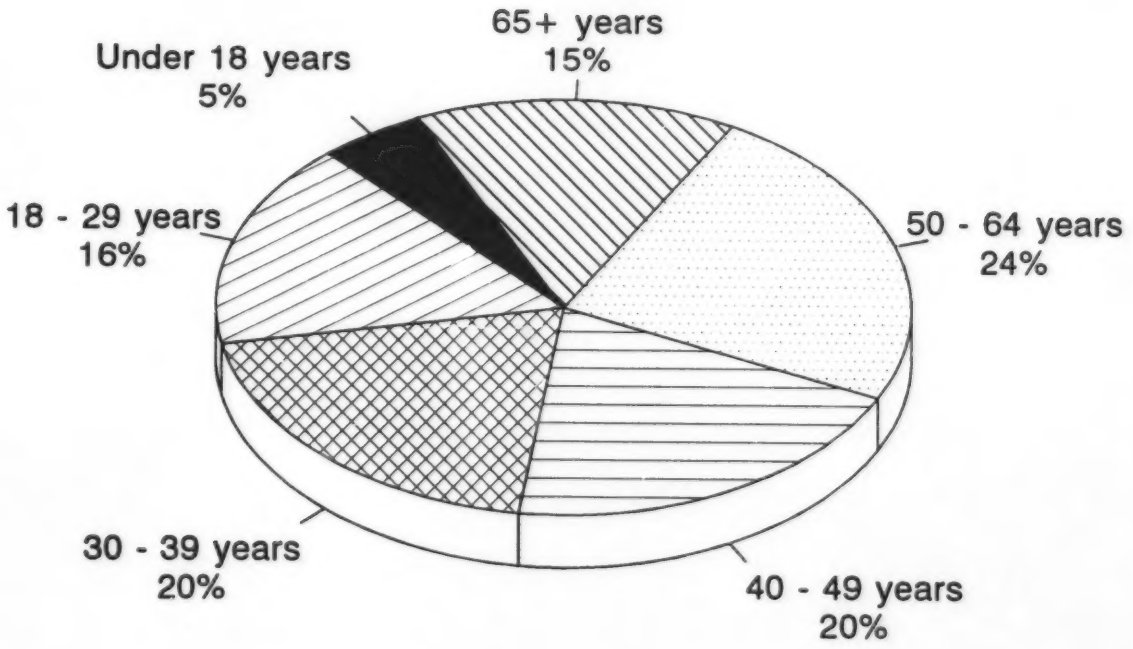

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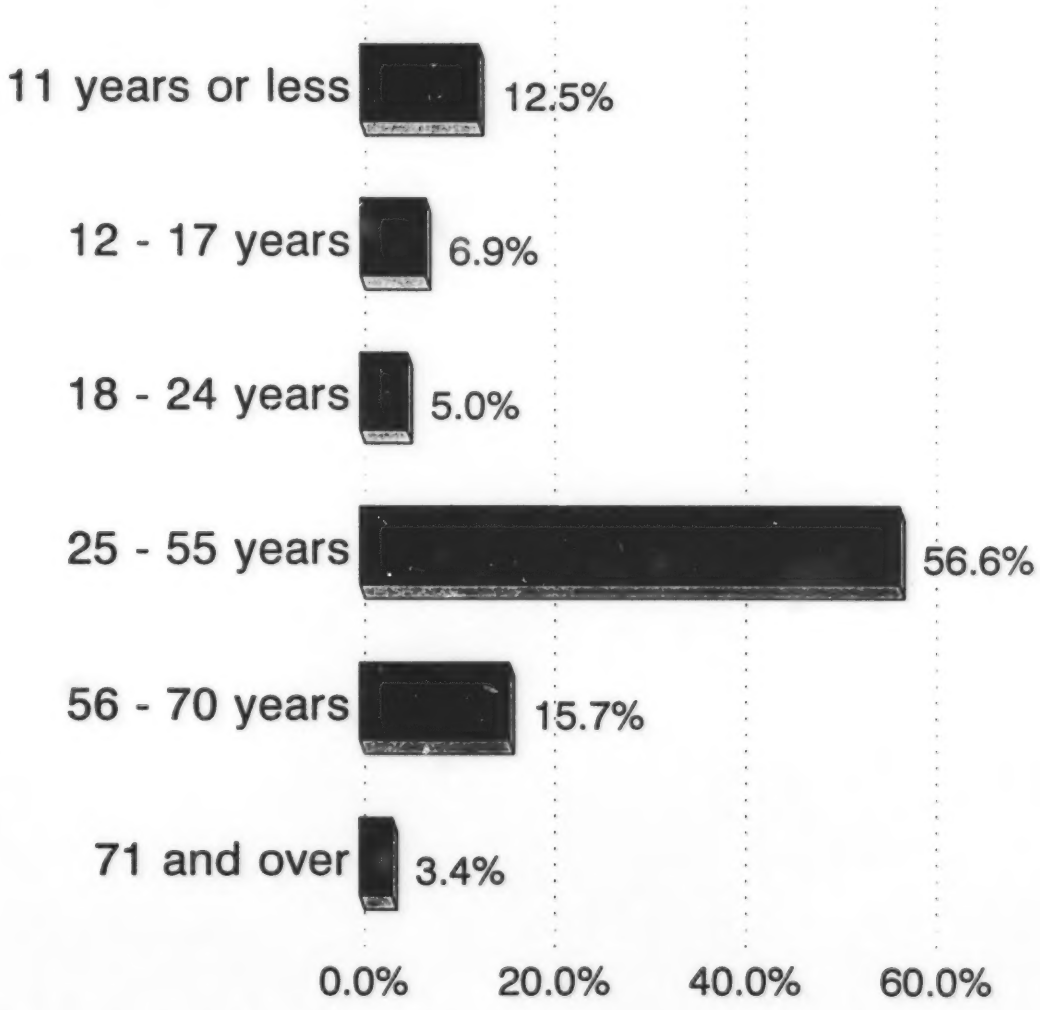
Exhibit 4
Age Profile of All Visitors in Respondent Parties



Age categories supplied by CPS

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IV. TRIP CHARACTERISTICS

The most popular mode of transportation used to arrive at Bellevue House National Historic site is the automobile, which was used by 67% of respondents as shown in Exhibit 5. Tour buses were mentioned by 17% and 12% reported walking to the site.

The majority of respondents (69%) reported staying in Kingston overnight on the day before their visit to Bellevue. Even among visitors to the Kingston area, 66% indicated they had stayed in either private or commercial accommodation the night before their visit. Exhibit 6 illustrates specifically the types of accommodation used.

V. TRIP PLANNING

For most respondents, Bellevue was a stop along a pre-planned itinerary although 21% of those surveyed indicated Bellevue was the main destination of their trip. As could be expected, most respondents in this category were Kingston residents. Interestingly, 15% of non-Kingston residents (10% overall) indicated that Bellevue was the main destination of their trip, indicating some latent potential for the site as a key travel motivation for many travellers.

These findings are corroborated by the fact that the trip planning period for the decision to visit Bellevue is very short. In fact, 55% stated that their decision to visit was actually made enroute, as shown in Exhibit 7. A further 19% reported that their decision to visit occurred between 2 days and one week prior to their visit. Only 8% of all respondents planned their visit more than one week in advance.

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Exhibit 5
Mode of Transportation Used To Travel To Bellevue House

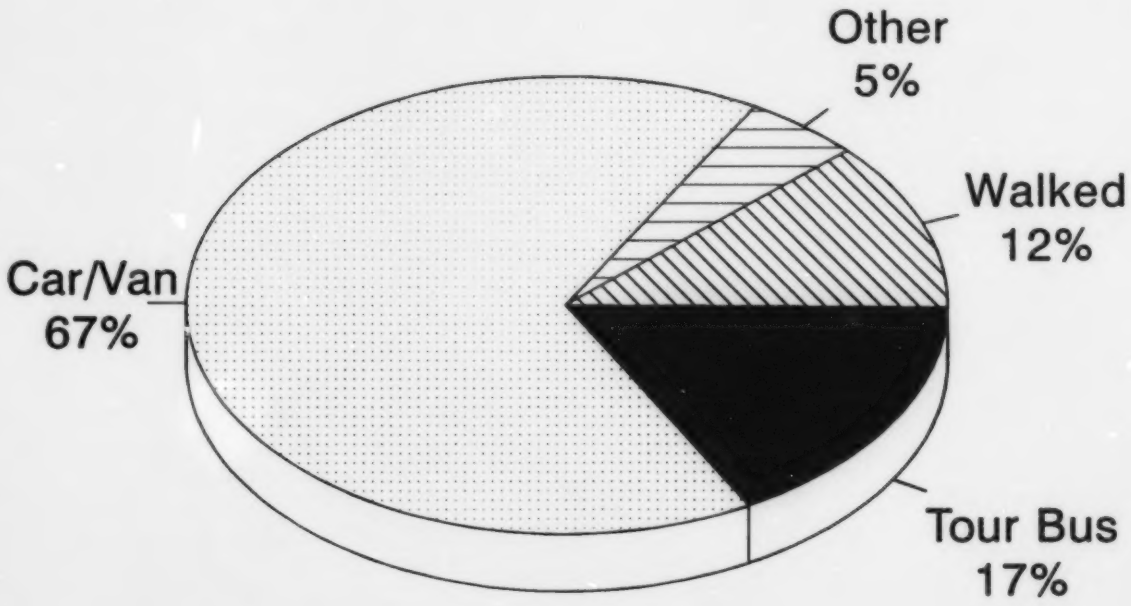

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Exhibit 6
Type Of Accommodation Used The Night Before Visit To Bellevue

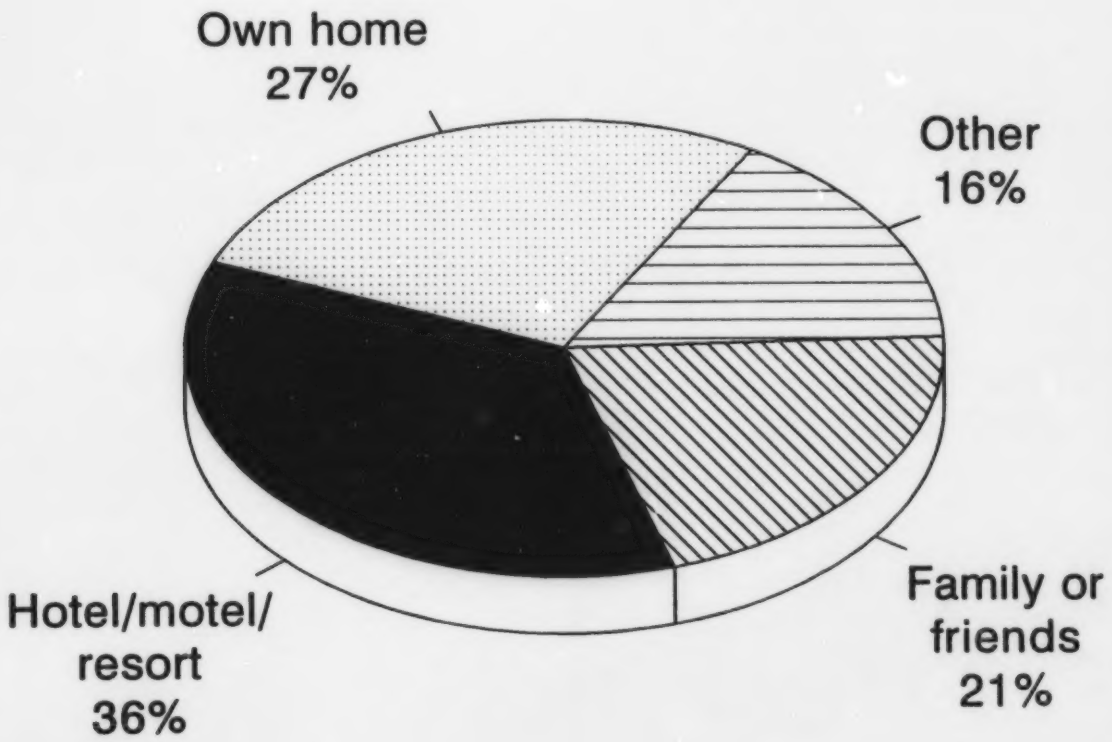
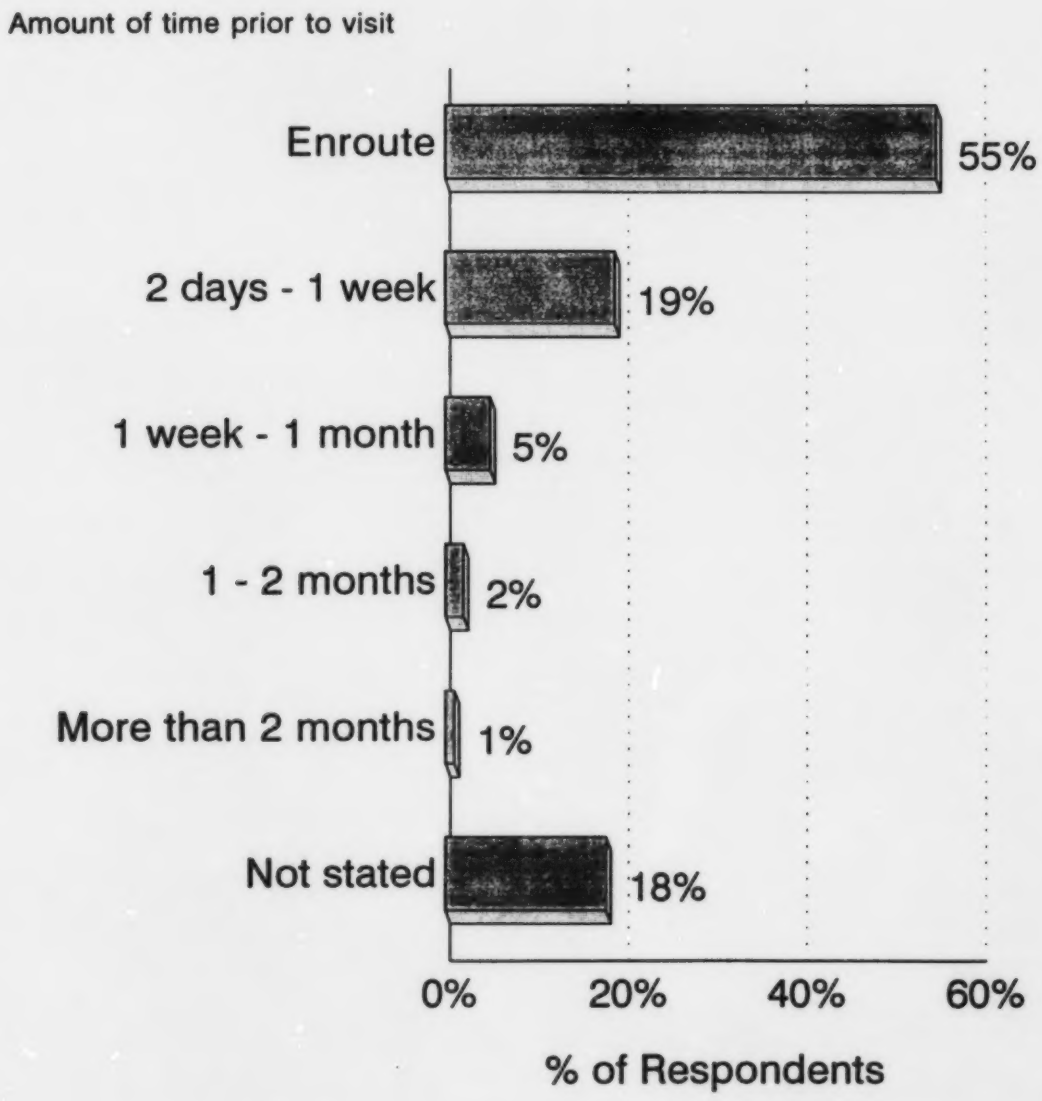


Exhibit 7
When Did You Decide To Visit Bellevue House National Historic Site?



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Visitors from the United States and other foreign countries were somewhat more likely to have longer trip planning periods. Since travel itinerary planning is more important for those who travel longer distances, continued efforts to ensure that information brochures are available though provincial and regional information outlets should be encouraged.

The average trip length for non-Kingston residents was 7.9 nights while the average length of stay in the Kingston area for travellers was 3.0 nights. Although a variety of trip purposes were identified by travellers, the main purpose of their trip was for sightseeing or touring as shown in Exhibit 8. Other popular Kingston area attractions visited included Fort Henry, boat cruises, the Marine Museum and the Tour Train (see Exhibit 9).

From a marketing perspective, one of the most important findings from this survey is the "top of mind" or "unaided" recall of information sources used regarding Bellevue House. The results, as shown in Exhibit 10 reveal that visitors are exposed to information from a variety of sources. The most popular source of information was word of mouth, cited by one in four respondents. The prominence of word of mouth as a travel information source is consistent with many other travel and attraction/event surveys conducted by Gallup which have invariably shown that friends and relatives play a key role in providing information and travel recommendations. More formal media sources such as newspapers, magazines and tourist publications were cited by 15% of respondents and 14% reported that information was received from their travel agent or tour bus operator. Demographically, there were no significant variations found in the information sources cited although several differences exist according to the visitor's place of residence.

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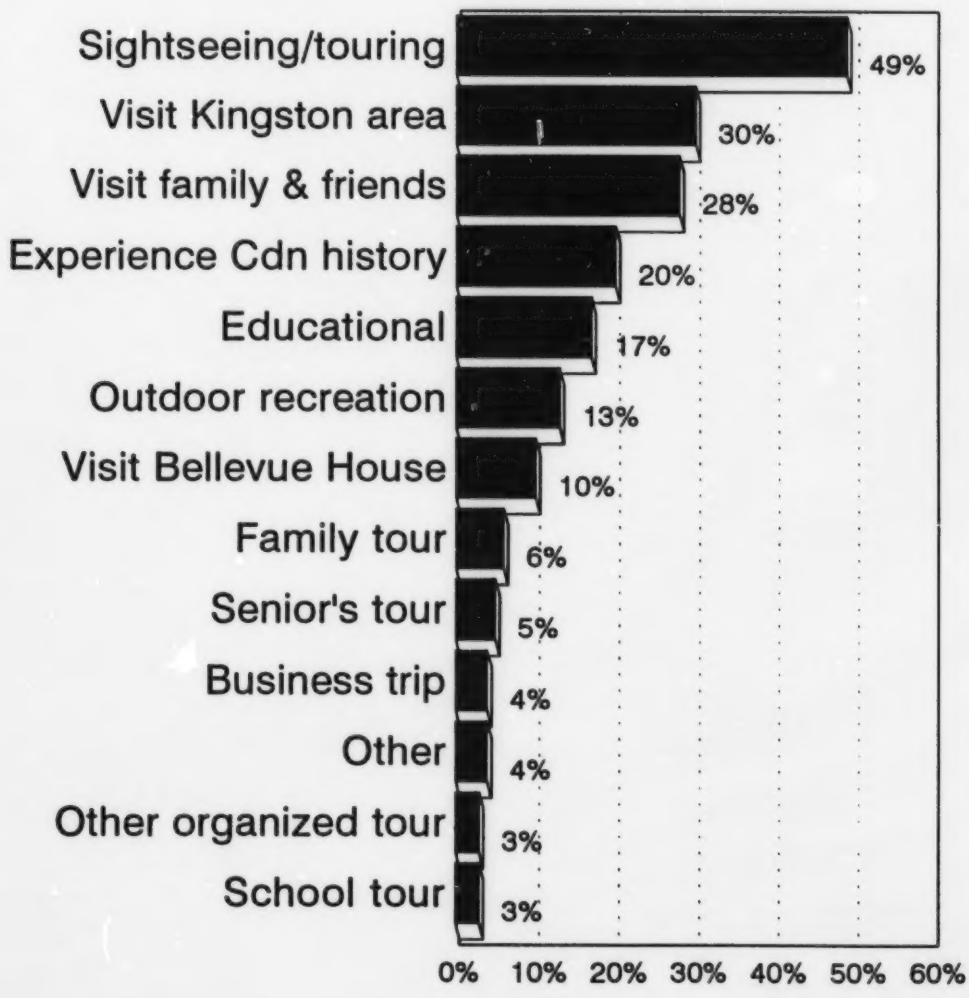
Exhibit 8
"What Was The Purpose Of Your Trip Away From Home?"



Multiple responses possible
(percentages do not add to 100)

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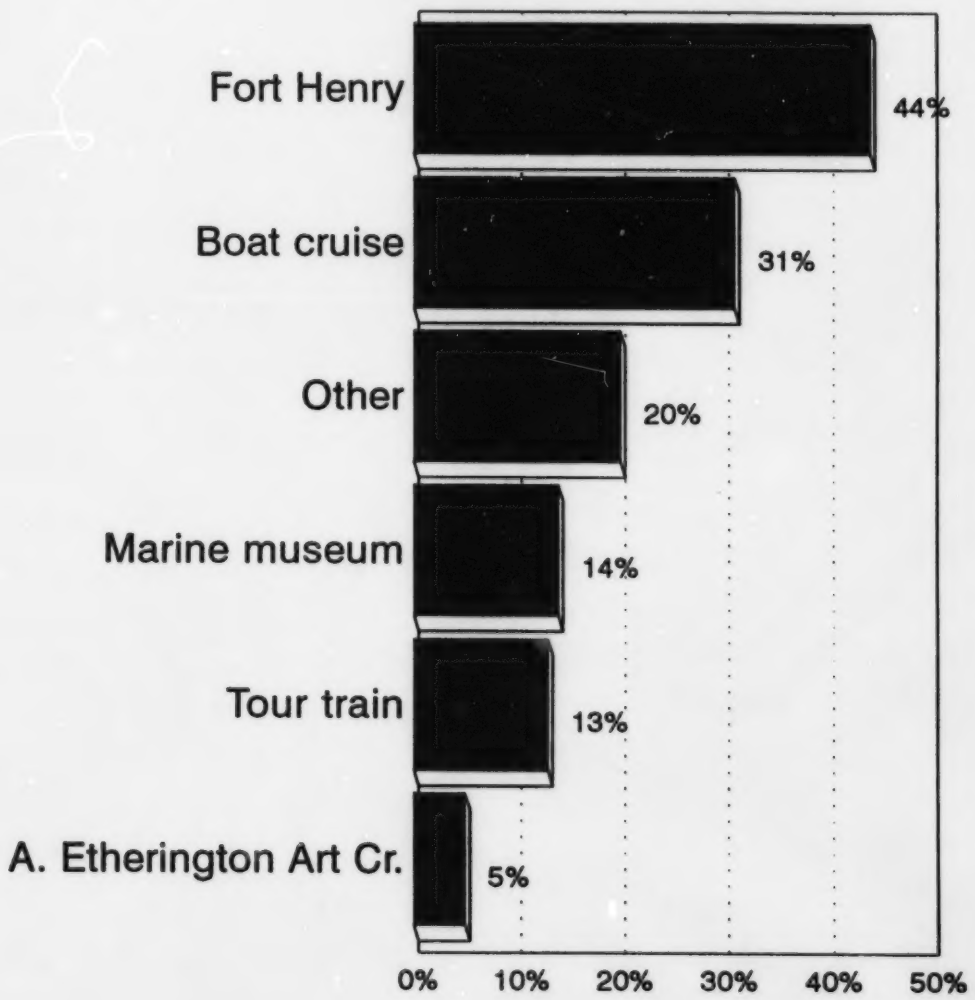
Exhibit 9
"Which Kingston Attractions Did You Visit During Your Visit?"



Multiple responses possible
(percentages do not add to 100)

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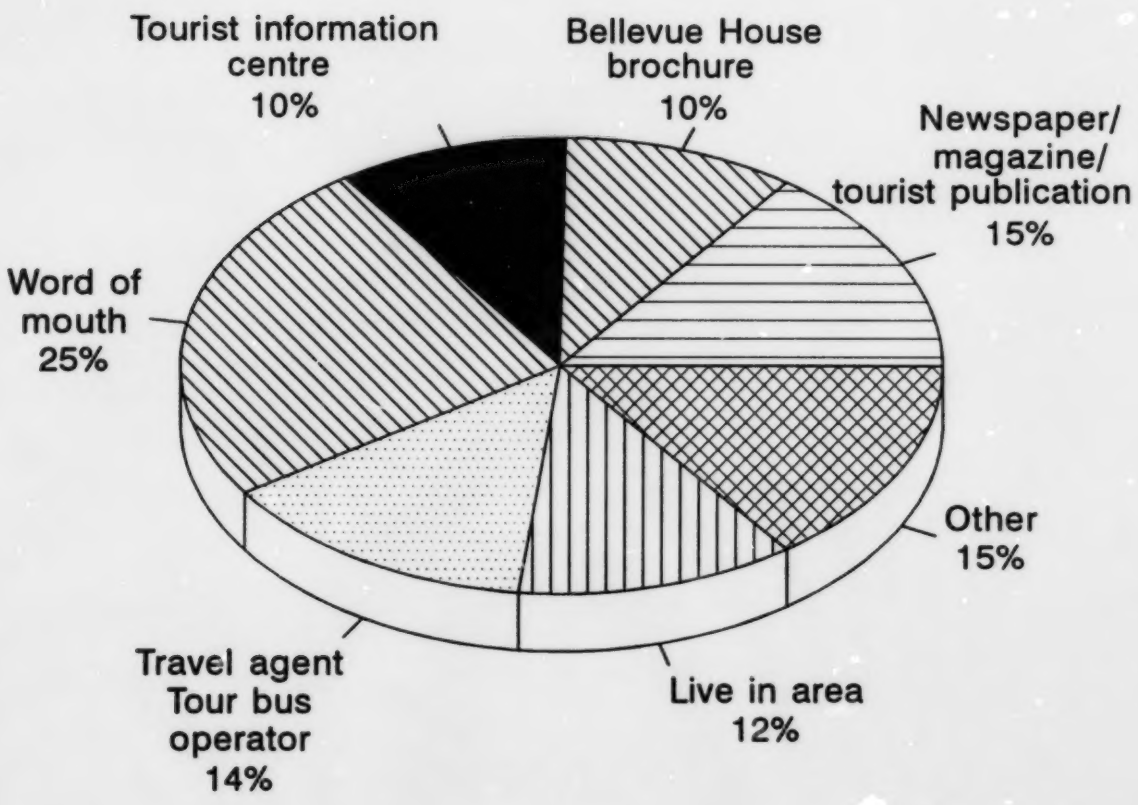
Exhibit 10
Main Source Of Information About Bellevue House National Historic Site


Tourist information centre 10%
Bellevue House brochure 10%
Newspaper/ magazine/ tourist publication 15%
Word of mouth 25%
Other 15%
Travel agent Tour bus operator 14%
Live in area 12%

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Newspapers and magazines were used more by visitors from the United States and other foreign countries (20% and 28% respectively). The same was found to be true with foreign visitors' use of travel agents, tour operators, newspapers, and magazines by a factor of almost two to one. Canadian respondents were much more likely to rely on word of mouth as their primary source of information (up to 43% among non-Ontario residents).

VI. VISITOR EXPECTATIONS AND MOTIVATIONS

A. Visitor Expectations

The approach taken for analyzing visitor expectations involved a two step process. First, an assessment was made of the relative importance of nine factors in the visitor's decision to visit historic sites. Bivariate statistical tests were used to identify significant differences in the responses according to a number of independent or control variables (demographics, region of residence, previous Bellevue visit, etc.). Following the item by item analysis, we then proceeded to a more sophisticated segmentation analysis in order to collapse the nine items into categories that reflect systematic patterns of opinion. This was achieved through the use of a statistical clustering method known as Principal Components Analysis. The main advantage of using this method is that it identifies a "clustering" of expectations that tend to be rated the same way by respondents in terms of their relative importance.

Respondents were asked to rate the importance of the availability of various programs and activities in their decision to visit historic sites. The results are summarized in Exhibit 11 and are now discussed in more detail:

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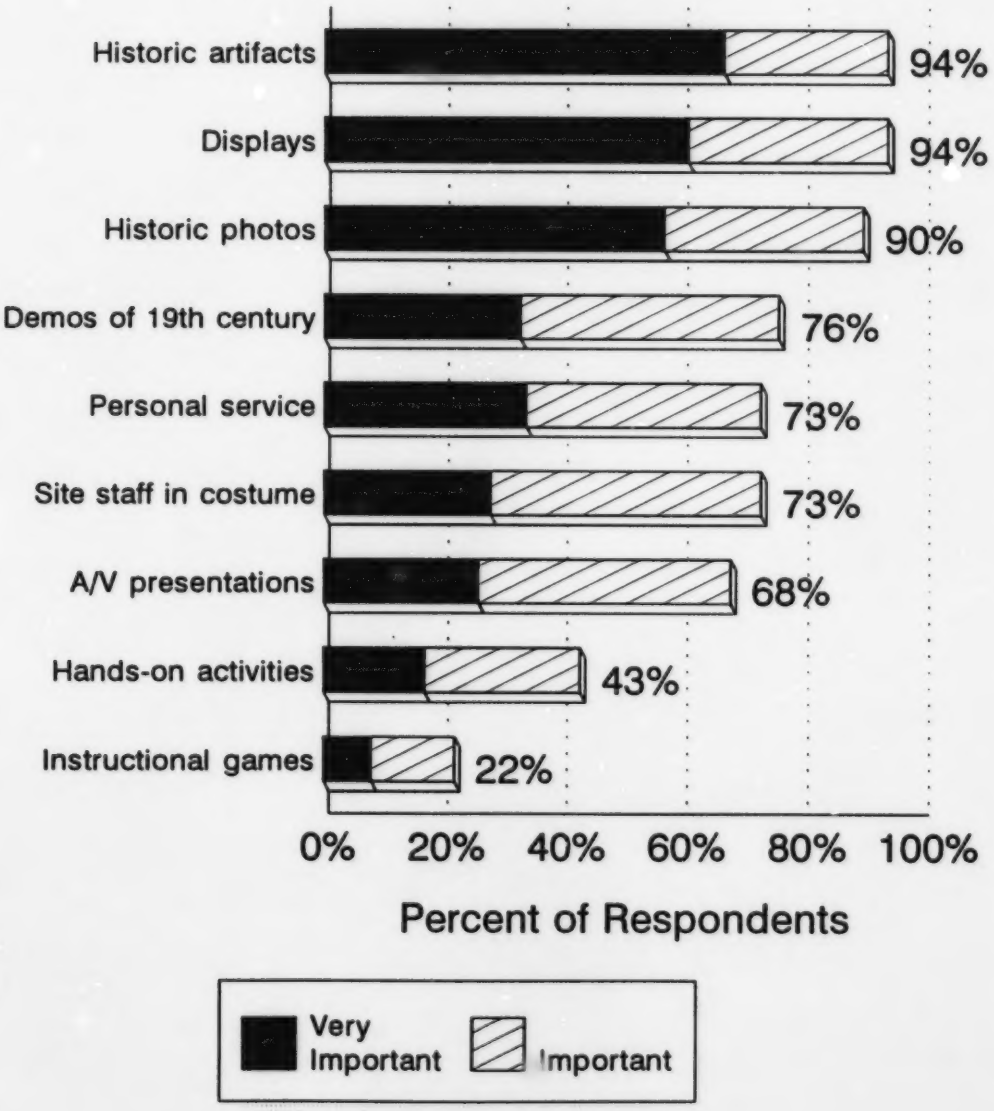
Exhibit 11
Factors Influencing Decisions To Visit Historic Sites



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Historic Artifacts and Displays: These items emerge as the most important factors, cited by 94% of all those surveyed. Even higher ratings were cited by younger respondents (98% of those under 18 rated artifacts as being important).

Historic Photos: Photos were rated as important among nine out of ten respondents surveyed. The appeal of historic photos was rated as equally important among all sub-groups of the sample.

Demonstrations of 19th Century Activities: As a unique feature of historical sites such as Bellevue, demonstrations were assessed as important by over three quarters of respondents (76%). Respondents under 18 years of age and Ontario residents were more likely to rate this factor as important.

Site Staff in Period Costume: As an effective visual means of conveying an historical perspective, period costumes were rated as important by 73% of respondents. As was the case for 19th century demonstrations, Ontario residents were more likely to rate period costumes as an appealing feature of historical sites.

Personal Service: 73% rated personal service as being an important factor. Other Gallup studies have shown that personal service is an increasingly important part of the visitor's experience, particularly for historical and heritage attractions where interpretation is an integral part of the overall experience. Those who had not visited Bellevue in the previous two year period were more likely to assess personal service as an important factor.

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Audio-Visual Presentations: This feature is rated as a complimentary medium to historical interpretation, assessed as important by 68% of all respondents. First time visitors consistently rated audio visual presentations as more important.

Hands-On Activities: A lower proportion (43%) reported that the availability of hands-on activities were important. Twice as many respondents under 18 years of age (89%) rated the availability of these activities as important.

Instructional Games: Although innovative, instructional games were assessed as being important by slightly more than one in five respondents (22%). Again, games were rated more important by those under 18 years of age (58%).

The next step in the analysis involves application of Principal Components Analysis to identify "clusters" or systematic patterns in responses to the visitor expectation ratings.[1] Simply stated, this is a statistical technique used to isolate groups of respondents which tend to have similar expectations. The method provides the capability of assigning each respondent to a segment with other respondents with similar expectations. Once the segments were identified, we then proceeded to analyze the unique or distinguishing characteristics of respondents within each segment. The PCA model produced three distinct segments, which by coincidence correspond precisely to the general categories in the questionnaire: Exhibits, Programs, and Activities. Table 1 describes the distinguishing characteristics of each segment.

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[1] **All PCA models in this study were conducted using a Varimax rotation. Respondent classifications to the principal components were derived using a factor scaling technique whereby standardized factor scores are used as the criterion for categorizing respondents.**

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TABLE 1

VISITOR EXPECTATION SEGMENTS

	SEGMENT		
	Exhibits	***Activities***	***Programs***
Items receiving similar expectation ratings	Historic Artifacts Displays Historic Photos	Hands on Activities Instructional Games Demonstrations of 19th Century Activities	Audio Visual Presentations Period Costumes Personal Service
Distinguishing Characteristics[2]			
Age	50 & over	Under 18	40-49
Gender	-	-	Male
Residence	Foreign countries	Kingston	United States
Recent Visitors?	-	Yes	-

[2] **Distinguishing characteristics are identified using analysis of variance and chi-square statistics. Only statistically significant variations are reported in the table.**

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Another important dimension of visitor expectations relates to the level of interpretative interaction with on-site staff. As Exhibit 12 shows, the majority (67%) of respondents prefer self guided tours with staff strategically positioned throughout the site. Guided tours were preferred by 20% overall although those under 18 were more likely to state a preference for the guided tour (29%). As a third alternative, using a guide book and reading signs was identified as a preferred approach by only 9% of those surveyed. Clearly, the presence and knowledge of the staff to answer questions and offer historical interpretation is an important dimension to the quality of the visitor's experience.

B. Visitor Motivations

In order to isolate those motivational factors unique to Bellevue House, respondents were asked to rate the importance of the 14 different factors in their decision to visit. The results are summarized in Exhibit 13 on the following page.

The most important factors motivating visits to Bellevue are the opportunity to experience an historic site and to learn more about Canadian history, cited by 85% and 84% of respondents respectively. Approximately three in four respondents rated the Bellevue site itself, and the opportunities to learn more about Sir John A. Macdonald and 19th century life as important motivation factors. The architecture and gardens at the site as well as general curiosity were cited as important by about six in ten respondents. Secondary motivations such as relaxation and being with family and friends were rated as important by less than half of those surveyed.

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Exhibit 12

"At An Historic Site, Do You Prefer..."

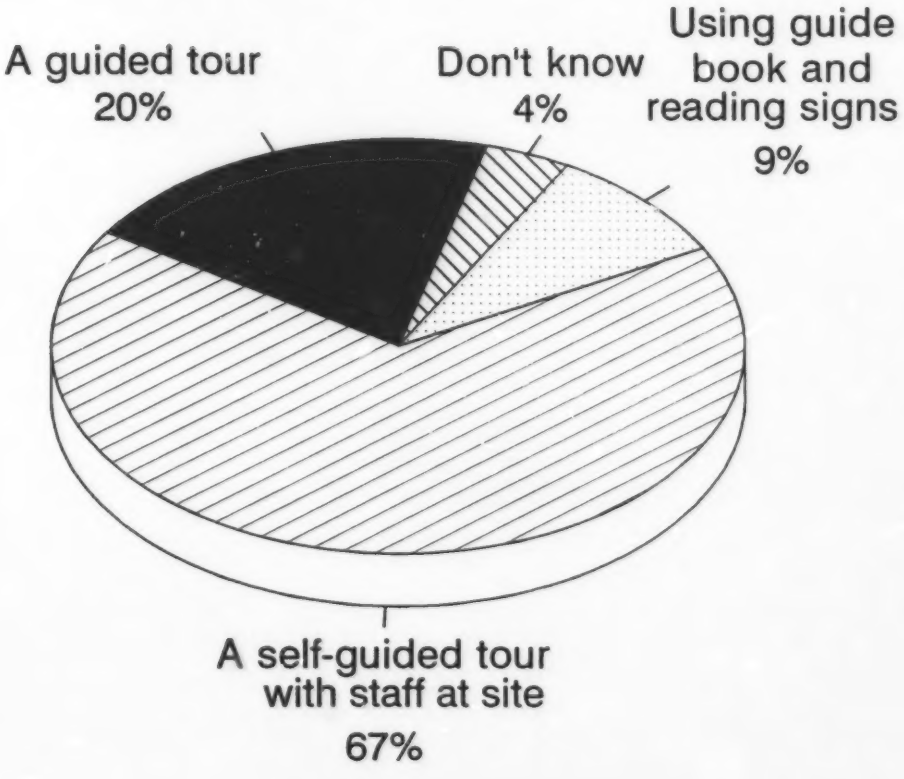

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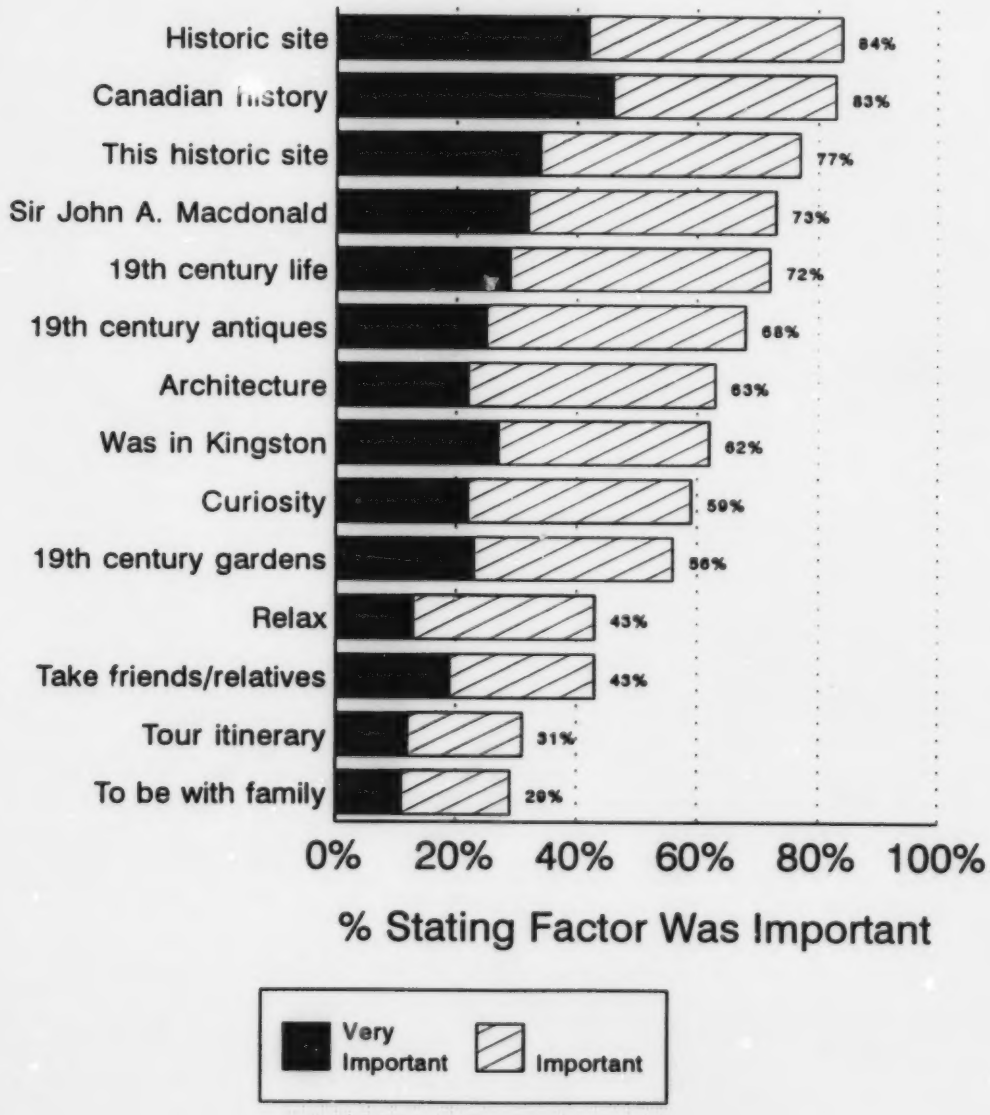
Exhibit 13
Factors Influencing Decision To Visit Bellevue House



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Although several demographic and regional variations can be identified for most of the motivations, a segmentation analysis of the 14 items reveals a more logical framework from which to draw conclusions. As was done for the segmentation of visitor expectations, Principal Components Analysis was used to develop motivation segments with systematic patterns of responses from respondents. In other words, groups of respondents with similar expectations were categorized into individual segments. The unique characteristics of visitors within each segment were then identified. The PCA model collapsed the 14 items into 4 distinct categories:

- the *Bellevue Site Experience*;
- *Historical Interests*;
- the *Touring Experience*; and,
- *Passive Curiosity*.

The results of the segmentation analysis including the distinguishing characteristics of each group are displayed in Table 2.

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TABLE 2
SEGMENTATION OF VISITOR MOTIVATIONS

	MOTIVATION SEGMENTS			
	Bellevue Site Experience	***Historical Interests***	***the Touring Experience***	***Passive Curiosity***
Motivations receiving similar importance ratings	19th century antiques 19th century domestic life 19th century gardens architecture	Sir John A. Macdonald This particular Canadian historic site Canadian history An historic site	To be with family To take friends/relatives To relax Part of tour itinerary	I was in Kingston Curiosity
	Distinguishing Characteristics[3]			
Age	50-64	-	30-39	Under 18 and 40-49
Gender	-	Male	Female	-
Residence	Ontario outside Kingston and U.S.	-	Kingston	Canadians outside Ontario
Recent Visitors?		-	Yes	-

[3] Distinguishing characteristics are identified using analysis of variance and chi-square statistics. Only statistically significant variations are reported in the table.

VII. VISITOR SATISFACTION

The survey questionnaire allows for a "multiple lines of evidence" approach for assessing the visitor's satisfaction with the Bellevue House visit. Feedback consolidated from the survey responses can answer the following questions:

- Were expectations completely met vis a vis initial motivations for visiting Bellevue?
- Are visitors satisfied, dissatisfied or indifferent towards services at the Visitor Centre, in the House, on the Grounds and with directional signs and parking facilities?
- How well does the visit to Bellevue House rate along a number of descriptive scales? (ie, worthwhile, informative, well organized, stimulating, thought provoking and distinctive).
- What can be done to improve the visitor's experience?

In order to answer these questions, this section of the report presents univariate statistics reflecting the responses to a variety of satisfaction related questions. In addition, bivariate statistical tests were used to identify distinctive characteristics of respondents that share similar satisfaction responses. The independent variables used to test for these variations include: gender, age, time of last visit, likelihood of future visits, and additional temporal breakdowns by morning/afternoon, weekend/weekday and season.[4]

[4] Chi-square and analysis of variance techniques were used to isolate statistically significant variations.

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With respect to whether initial expectations were completely met, an overwhelming 90% of all respondents reported their expectations were completely met, only 6% indicated their expectations were not met and 4% did not offer an opinion. Since the subsample of dissatisfied respondents is so small (6% represents 27 people), statistical tests could not be used to identify any meaningful characteristics of this group.

Respondents were given the opportunity to rate their level of satisfaction with 12 dimensions of service at Bellevue, the results of which are shown in Exhibit 14. Again, the results show that the vast majority of visitors are completely satisfied with all services at the site. Satisfaction ratings range from a low of 80% for outdoor signs and a high of 96% for the Bellevue House staff. The highest dissatisfaction rating was given to "gardens and grounds" which was mentioned by only 5% of all those surveyed. Once more, since 5% represents such a minute number of people (20 persons) statistical tests to identify their characteristics could not be applied.

As another means of assessing visitor satisfaction, respondents were asked to rate their experience on six "semantic differential" scales. The results, as shown in Exhibit 15 reflect the extremely positive subjective assessments of the Bellevue House experience on a variety of dimensions.

In order to ascertain the most positive aspects of the visitor's experience, respondents were given the opportunity in an open-ended question format to identify what they liked best about their visit. The one aspect mentioned most frequently by respondents was the friendly staff (22% of all mentions). This was followed by the "gardens and grounds" (18%) and the House itself (mentioned by 16%). A complete list of responses to this question is provided in Exhibit 16.

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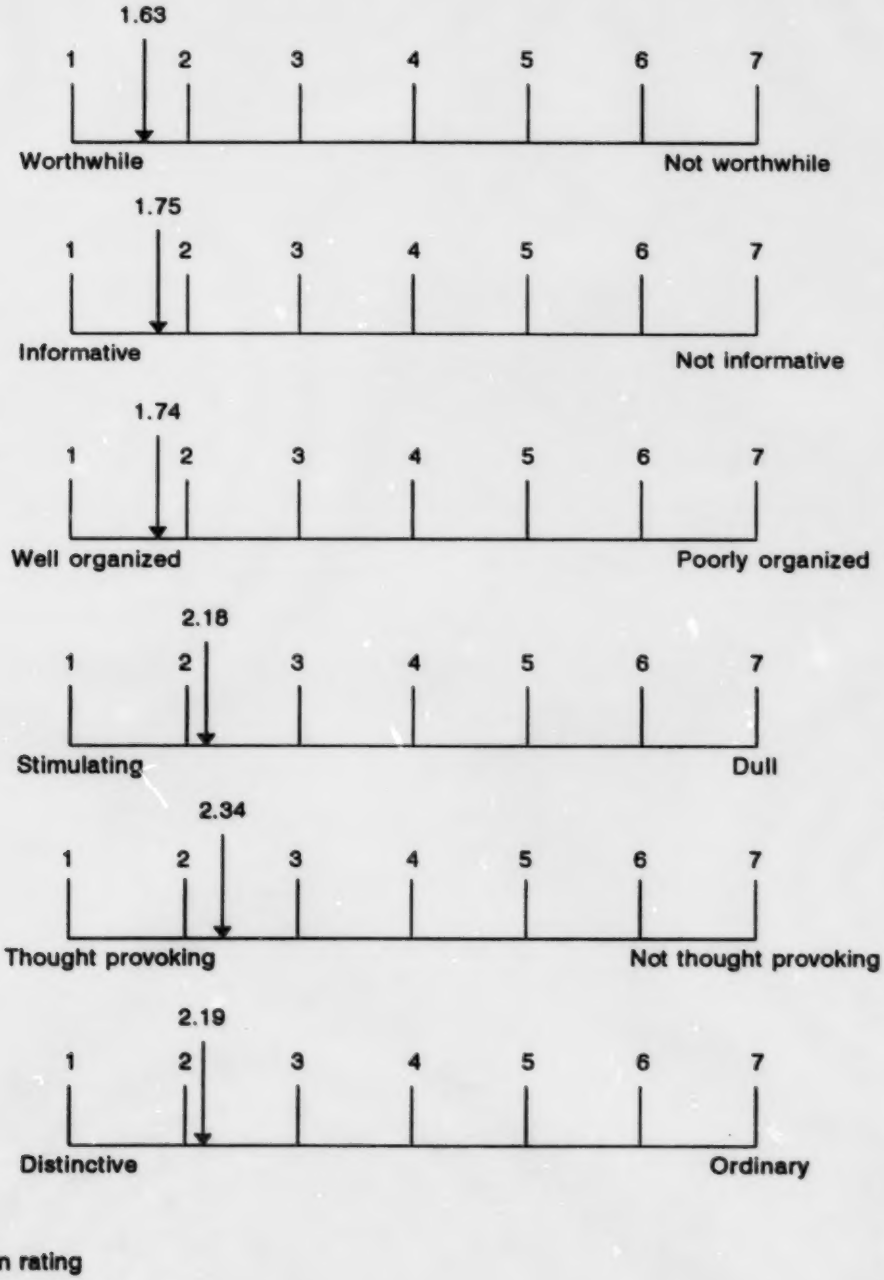
Exhibit 14
Satisfaction With Services
(% of Respondents)

	Satisfied [1]	Indifferent [1]	Dissatisfied [1]	Did not use or notice	Don't know
Bellevue House Staff	96	2	2	3	4
Parking facilities	92	7	1	10	7
Visitor Centre Staff	91	7	2	8	6
Grounds staff	90	6	4	12	8
Garden & grounds	87	9	5	3	7
V.C. A/V presentations	86	11	2	23	5
Visitor Centre Exhibits	85	13	2	11	8
V.C. tourist info	85	13	2	15	6
Directional signs	84	12	4	8	7
Bellevue House Programs	82	14	4	18	9
V.C. washrooms	82	15	3	53	8
Outdoor signs	80	17	4	7	8

(Percentages may not add to 100 due to rounding)

1 Includes only those who used service

Exhibit 15
Overall Ratings Of Visit To Site



↓ = mean rating

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Exhibit 16
What Did You Like Best About Your Visit?

	Percent Mentions[5]
Friendly staff	22%
Gardens and grounds around the house	18%
The house - the house was fantastic	16%
Knowledgable/informative staff	13%
Historic interest of artifacts and antiques	11%
Historic interest in architecture, construction	9%
Decor and furnishings - no mention of historic aspects	9%
Feeling of 19th Century ambience - the way we were	8%
Historic information - learning about Canadian history	7%
Open atmosphere/able to explore freely - leisurely pace	6%
Everything - entire tour	6%
Displays - looked like someone was living there	5%
Costumes worn by staff	5%
Film/video	4%
Free admission	3%
Maintenance/well preserved site/artifacts	2%
Cleanliness	1%
General authenticity - the care for authenticity	1%
Other (each accounting for less than 1%)	9%

[5] Multiple responses allowed - percentages may not add to 100.

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In an attempt to discover what could be done to improve the visitor's experience at Bellevue, respondents were given the opportunity to offer suggestions, again in an open ended question format. The most popular response, offered by 20% of those surveyed was to "do nothing" since they were satisfied with everything they experienced. Other suggestions, as listed in Exhibit 17 include more information on Sir John A, Macdonald and his family, cooking and domestic chore demonstrations, more staff and greater availability of guided tours.

By any standards the satisfaction ratings offered by Bellevue House visitors are overwhelmingly positive. Due to the fact the sample of dissatisfied respondents is so small, it is impossible to detect any systematic pattern or distinguishing characteristics of those who are less positive in their assessments. From a programming perspective, the satisfaction ratings reveal that very little should be done to modify the existing range of programs and services that are currently offered to visitors. If any improvement is to be made it would be in maintaining high satisfaction ratings during peak traffic periods in order to ensure consistency in the quality and range of services offered.

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Exhibit 17
What Could We Do To Improve Your Visit?

	Percent Mentions[6]
Nothing - satisfied with site	20%
More information on MacDonald and family	6%
Demonstration of kitchen, baking, recipes from the time	5%
Demonstrations of domestic activities, chores etc.	5%
Provide guided tours for visitors	4%
More staff, staff at each level, more information from staff	4%
Serve tea in the afternoon - traditional refreshments, cooking	4%
More gardens/grounds	3%
More articles/artifacts of MacDonald's	2%
More maintenance of grounds and buildings	2%
Provide benches on the grounds	2%
More, improved signs in house	1%
Better signs on the grounds	1%
Overcrowding problem/smaller groups for house tour	1%
Multilingual staff, brochures	1%
A/V presentation not informative enough/not loud enough	1%
Provide guidebook/improve guidebook/guidebook on furniture	1%
Don't know	1%
Other (each accounting for less than 1%)	19%
Not Stated	32%

[6] Multiple responses allowed - percentages may not add to 100.

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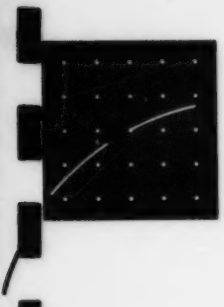

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APPENDIX A

SURVEY MARGINALS

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BELLEVUE HOUSE
NATIONAL HISTORIC SITE

01

Questionnaire ID# _____

We are conducting a survey of visitors to Bellevue House National Historic Site to help plan for the future of the site. We would appreciate your help in this planning. Please answer the following questions.

All answers will be kept strictly confidential.

To complete this questionnaire, please circle the number beside your answer or check the appropriate box.

1. On the day before your visit to the Bellevue House, did you stay overnight in the Kingston area? (Circle one)

Yes	1	68.8%
No	2	31.2%

2. Please circle the type of accommodation you used the night before your visit.

Your own home	1	27.2%
Your own cottage	2	1.5%
Hotel/motel/resort	3	36.3%
With family/friends	4	21.0%
On a boat	5	0.3%
Campground	6	4.3%
Bed & Breakfast	7	3.4%
Other	8	4.7%
DK/NS		1.5%

3. How did you travel to Bellevue House National Historic Site? (Circle one)

Car/van	1		66.5%
Tour bus	2	---> IF TOUR BUS, CIRCLE "2" THEN SKIP TO Q.7	16.5%
Walked	3		12.4%
Bicycle	4		1.5%
Taxi/city transit	5		0.9%
Motor Home/Camper	6		1.9%
Other _____ (Please specify)	7		0.3%

ABOUT YOUR PARTY

4. How many members of your group that visited Bellevue House belong to each of the following categories?

AGE	FEMALE	MALE
11 or less	61	50
12 - 17	33	28
18 - 24	36	17
25 - 55	288	222
56 - 70	84	65
71 and over	19	16

Do not know ☐

ABOUT YOUR VISIT TO BELLEVUE HOUSE

5. Was Bellevue House National Historic Site the main destination of your trip? (Circle one)

Yes	1	20.5%
No	2	62.3%
DK/NS		17.2%

6. When did you decide to visit Bellevue House National Historical Site? (Circle one)

Enroute	1	54.6%
Two days to a week before visit	2	19.0%
One week to one month before visit	3	4.8%
One to two months before visit	4	2.1%
More than two months before visit	5	1.2%
DK/NS		18.4%

7. What was your main source of information about this site? (Circle one and specify)

Newspaper/magazine/tourist publication 1		15.0%
Name _____		
(please specify)	Kingston Whig Standard	7.3%
	Key to Kingston	11.5%
	Michelin Guide of Canada	5.4%
	The Best of Kingston & Area	5.0%
	CAA Tourbook	11.1%
	Other	24.2%
	DK/NS	25.5%
T.V./Radio 2		0.7%
Name _____		
(please specify)		
Bellevue House brochure 3		10.1%
Hotel/Motel/Resort 4		2.0%
Tourist information centre 5		9.6%
Where? _____		
(please specify)	Kingston Information Centre	31.3%
	Tour Train/Confederation Train Tour	20.6%
	Other	17.7%
	DK/NS	30.4%
Word of Mouth 6		24.7%
Travel agent/tour bus operator 7		13.5%
Where? _____		
(please specify)	Fisher Tours	7.8%
	Other	31.3%
	DK/NS	60.9%
I live in the area 8		12.4%
Studied in school 9		2.7%
Other 10		8.7%
_____		
(please specify)	Previous visit to site	26.6%
	Saw sign advertising site	28.9%
	Other	34.7%
	DK/NS	9.8%
DK/NS		0.6%

8. Have you visited Bellevue House within the past two years?

Yes 1	17.2%
No 2	82.5%
DK/NS	0.3%
If "Yes," how many times? _____	Mean = 2.34

9. Do you plan to make more trips to Bellevue House within the next two years?

Yes	1	24.4%
No	2	36.3%
Unsure	3	39.0%
DK/NS		0.3%

If "Yes," how many trips? _____ Mean = 2.29

02

10. To help us plan for the future, how important is the availability of the following in influencing your decision to visit historic sites? (Circle one number in each row)

	Very Important	Important	Somewhat Unimportant	Not at all Important	DK/NS
PROGRAMS:					
Personal service	1	2	3	4	
Mean = 1.93	34.0%	39.0%	17.4%	4.8%	4.8%
Site staff in period costume	1	2	3	4	
Mean = 2.01	27.9%	44.5%	20.0%	4.3%	3.2%
Audio-visual presentations	1	2	3	4	
Mean = 2.11	25.5%	42.3%	21.9%	7.2%	3.0%
Demonstrations of 19th century activities	1	2	3	4	
Mean = 1.90	32.6%	43.1%	15.5%	3.6%	5.2%
ACTIVITIES:					
Hands-on activities	1	2	3	4	
Mean = 2.56	16.9%	26.4%	26.6%	20.6%	9.5%
Instructional games	1	2	3	4	
Mean = 3.03	7.7%	13.9%	34.6%	31.9%	11.9%
EXHIBITS:					
Historic photos	1	2	3	4	
Mean = 1.48	56.6%	32.8%	4.6%	1.1%	4.9%
Historic artifacts	1	2	3	4	
Mean = 1.34	66.8%	26.8%	2.6%	0.3%	3.4%
Displays	1	2	3	4	
Mean = 1.62	61.3%	32.7%	2.7%	0.7%	

BEFORE COMING TO THE SITE

11. How important were the following factors in your decision to visit Bellevue House? (Circle one number in each row)

	Very important	Important	Somewhat unimportant	Not at all important	DK/NS
TO LEARN MORE ABOUT.....					
Sir John A. Macdonald Mean = 1.92	1 31.8%	2 41.1%	3 16.7%	4 3.7%	6.7%
Canadian history Mean = 1.63	1 46.1%	2 36.8%	3 10.0%	4 0.5%	6.5%
Architecture Mean = 2.12	1 21.9%	2 41.1%	3 21.8%	4 5.5%	9.8%
19th century domestic life Mean = 1.91	1 29.4%	2 42.8%	3 17.%	4 1.9%	8.2%
19th century antiques Mean = 2.01	1 24.8%	2 42.7%	3 20.4%	4 2.4%	9.6%
19th century gardens Mean = 2.24	1 22.5%	2 32.9%	3 25.4%	4 9.2%	9.9%
TO EXPERIENCE.....					
an historic site Mean = 1.63	1 42.3%	2 42.4%	3 6.4%	4 1.0%	8.0%
this particular Canadian historic site Mean = 1.81	1 34.0%	2 43.4%	3 12.2%	4 2.2%	8.3%
TO RELAX Mean = 2.53	1 13.1%	2 30.1%	3 23.6%	4 17.0%	16.2%
TO TAKE FRIENDS/RELATIVES Mean = 2.54	1 18.9%	2 23.5%	3 12.8%	4 24.9%	19.9%
I WAS IN KINGSTON Mean = 2.05	1 26.8%	2 35.2%	3 13.6%	4 8.6%	15.8%
CURIOSITY' Mean = 2.14	1 22.1%	2 37.2%	3 14.8%	4 9.5%	16.3%
PART OF TOUR ITINERARY Mean = 3.01	1 11.6%	2 18.7%	3 11.0%	4 42.3%	16.4%
TO BE WITH FAMILY Mean = 2.98	1 10.5%	2 18.1%q	3 12.2%	4 37.4%	21.9%

12. Did your visit completely meet the expectations identified in Question 11?

Yes	1	89.6%
No	2	5.6%
DK/NS		4.8%

Please explain _____

_____

13. How satisfied were you with the following services? (Circle one number in each row)

	Satisfied	Indifferent	Dissatisfied	Did not use or notice	DK/NS
VISITOR CENTRE:					
Audio-visual presentations Mean = 1.84	1 62.4%	2 8.2%	3 1.4%	4 23.0%	4.9%
Washrooms Mean = 2.83	1 31.8%	2 5.8%	3 1.2%	4 53.3%	8.0%
Exhibits in Visitor Centre Mean = 1.51	1 69.0%	2 10.6%	3 1.4%	4 11.2%	7.8%
Availability of tourist information Mean = 1.62	1 67.0%	2 10.4%	3 1.3%	4 15.2%	6.2%
Visitor Centre staff Mean = 1.36	1 78.0%	2 6.4%	3 1.3%	4 8./4%	5.9%
BELLEVUE HOUSE:					
Staff Mean = 1.15	1 89.6%	2 1.7%	3 1.7%	4 3.0%	4.0%
Programs Mean = 1.78	1 59.8%	2 9.9%	3 3.0%	4 18.4%	8.9%
GROUNDS:					
Grounds staff Mean = 1.52	1 72.2%	2 4.9%	3 2.8%	4 12.3%	7.7%
Garden and grounds Mean = 1.25	1 78.3%	2 7.9%	3 4.1%	4 2.5%	7.2%
Outdoor signs Mean = 1.44	1 68.3%	2 14.1%	3 3.0%	4 7.0%	7.6%
DIRECTIONAL SIGNS Mean = 1.45	1 70.7%	2 10.4%	3 3.3%	4 8.2%	7.3%
PARKING FACILITIES Mean = 1.39	1 76.9%	2 6.2%	3 0.2%	4 10.1%	6.7%

14. At an historic site, do you prefer: (Circle one)

A guided tour? 1	19.9%
A self-guided tour with staff positioned throughout the site 2	67.2%
Using a guide book and reading information signs . . 3	8.7%
DK/NS	4.1%

15.a. Thinking about your overall visit to the site, how would you rate your visit on the following scales: (Circle the appropriate number)

1 2 3 4 5 6 7 Worthwhile ... Not worthwhile	Mean = 1.63
1 2 3 4 5 6 7 Informative ... Not informative	Mean = 1.76
1 2 3 4 5 6 7 Well organized ... Poorly organized	Mean = 1.76
1 2 3 4 5 6 7 Stimulating ... Dull	Mean = 2.18
1 2 3 4 5 6 7 Thought provoking ... Not thought provoking	Mean = 2.33
1 2 3 4 5 6 7 Distinctive ... Ordinary	Mean = 2.20

03

b. What did you like best about your visit?

16. What could we do to improve your visit?

_____
_____
_____
_____
_____
_____
_____

ABOUT YOUR TRIP

(If you live in the Kingston area, please skip this section and continue at Question 21)

17. On this trip, how many night(s) did you plan to be away from home?

_____ Nights

Mean = 7.94

18. How many night(s) did you spend in the Kingston area?

_____ Nights

Mean = 3.04

19. Which of the following describes the purpose of your trip away from home? (Circle all that apply)

Sightseeing/touring	1	48.9%
To visit with family and friends	2	27.9%
Educational	3	17.4%
Outdoor recreation	4	12.6%
Business trip	5	4.1%
To visit Bellevue House National Historic Site	6	10.1%
To visit the Kingston area	7	29.8%
To experience Canadian history	8	19.9%
School tour	9	3.1%
Senior's tour	10	4.6%
Other organized tour	11	3.3%
Family tour	12	5.9%
Other purpose _____ (Please specify)	13	4.0%
DK/NS		24.5%

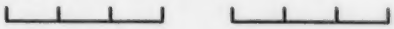
20. Please indicate which of the following Kingston area attractions you visited during your visit. (Circle all that apply)

Fort Henry	1	44.3%
Tour Train	2	13.4%
Boat Cruise	3	31.2%
Marine Museum	4	13.8%
Agnes Etherington Art Centre	5	4.6%
Other _____ (please specify)	6	19.3%
DK/NS		35.1%

To complete this interview, I would like to ask you a few questions about your background. This will help us to analyze the study results.

21. In what year were you born?

22. What is your postal code?



23. Are you:

MALE 1 41.7% FEMALE 2 58.3%

* * * Thank you for your assistance! * * *

RÉSERVÉ
À L'USAGE
DU BUREAU

01

LIEU HISTORIQUE NATIONAL DE LA VILLA-BELLEVUE

ID. du questionnaire : _____

Nous effectuons actuellement un sondage auprès des visiteurs du lieu historique national de la Villa-Bellevue dans le but de mieux planifier l'avenir de ce lieu. Votre aide en la matière serait fort appréciée; aussi, nous vous demandons de bien vouloir répondre aux questions suivantes :

Toutes vos réponses resteront confidentielles.

Pour répondre à ce questionnaire, il vous suffit d'encercler le chiffre correspondant à votre réponse ou de cocher la case appropriée.

1. Avant votre visite, avez-vous passé une ou plusieurs nuits dans la région de Kingston? (Encercler un chiffre.)

   Oui 1
   Non 2

2. Où avez-vous logé la nuit précédant votre visite? (Encercler un chiffre.)

   Chez vous . . . . . .
   À votre chalet 2
   À l'hôtel/motel/centre de villégiature 3
   Chez des parents/amis 4
   Dans un bateau 5
   À un terrain de camping 6
   Dans une chambre d'hôte (Bed & Breakfast) 7
   Autre 8

RÉSERVÉ À L'USAGE DU BUREAU

3. Comment vous êtes-vous rendu(e) au lieu historique national de la Villa-Bellevue? (Encercler un chiffre.)

En voiture/fourgonnette 1
En autocar de tourisme . . . . . 2 —> SI «AUTOCAR», ENCERCLER «2» ET PASSER À LA QUESTION 7.
À pied 3
À bicyclette 4
En taxi/transport en commun 5
En autocaravane/campeuse 6
Autre _____ 7
(Veuillez préciser)

AU SUJET DE VOTRE GROUPE

4. Veuillez indiquer le nombre de personnes dans votre groupe qui appartiennent aux catégories suivantes :

ÂGE	FEMME	HOMME
11 ans ou moins	_____	_____
12 - 17	_____	_____
18 - 24	_____	_____
25 - 55	_____	_____
56 - 70	_____	_____
71 ans ou plus	_____	_____

Ne sais pas ☐

AU SUJET DE VOTRE VISITE À LA VILLA-BELLEVUE

5. Le lieu historique national de la Villa-Bellevue était-il la destination principale de votre voyage? (Encercler un chiffre.)

Oui 1
Non 2

6. Quand avez vous pris la décision de visiter le lieu historique national de la Villa-Bellevue? (Encercler un chiffre.)

En route 1
Entre 2 et 7 jours avant la visite 2
Entre 1 semaine et 1 mois avant la visite . . 3
Entre 1 et 2 mois avant la visite 4
Plus de 2 mois avant la visite 5

RÉSERVÉ À L'USAGE DU BUREAU

7. Quelle était votre <u>principale</u> source d'information au sujet de ce lieu? (Encercler un chiffre et préciser.)

Journal/périodique/publication touristique 1
Nom _____
(Veuillez préciser)

Télévision/radio 2
Poste_____
(Veuillez préciser)

Dépliant de la Villa-Bellevue 3

Hôtel/motel/centre de villégiature 4

Centre d'information touristique 5
Où? _____
(Veuillez préciser)

Bouche à oreille 6

Agence de voyage/un exploitant d'autocar de tourisme 7
Où? _____
(Veuillez préciser)

Je vis dans la région 8

J'ai étudié le sujet à l'école 9

Autre _____ 10
(Veuillez préciser)

8. Aviez-vous visité la Villa-Bellevue au cours des deux dernières années?

Oui 1
Non 2

Si «Oui», combien de fois? _____

9. Prévoyez-vous revenir à la Villa-Bellevue au cours des deux prochaines années?

Oui 1
Non 2
Ne sais pas 3

Si «Oui», combien de fois? _____

RÉSERVÉ À L'USAGE DU BUREAU

02

10. Afin de nous aider à planifier l'avenir, veuillez indiquer l'importance que vous accordez aux éléments suivants dans votre décision de visiter des lieux historiques. (Encercler un chiffre sur chaque ligne.)

	Très important	Important	Assez important	Pas du tout important	
PROGRAMMES :					
Personnel disponible	1	2	3	4	[9]___
Guides en costumes d'époque	1	2	3	4	
Présentations audio-visuelles	1	2	3	4	
Démonstrations d'activités du 19e siècle	1	2	3	4	[10]___
ACTIVITÉS :					
Activités à interaction tactile	1	2	3	4	
Jeux instructifs	1	2	3	4	[12]___
EXPOSITIONS :					
Photographies historiques	1	2	3	4	
Artefacts historiques	1	2	3	4	
Présentoirs	1	2	3	4	[15]___
Autre _____ (Veuillez préciser)	1	2	3	4	[16]___

RÉSERVÉ À L'USAGE DU BUREAU

AVANT VOTRE VISITE

11. Dans quelle mesure les facteurs suivants ont-ils joué dans votre décision de visiter la Villa-Bellevue? (Encercler un chiffre sur chaque ligne.)

	Très important	Important	Assez important	Pas du tout important	
EN APPRENDRE D'AVANTAGE SUR ...					
Sir John A. Macdonald	1	2	3	4	[19] ____
l'histoire du Canada	1	2	3	4	
l'architecture	1	2	3	4	
la vie domestique au 19e siècle	1	2	3	4	
les antiquités du 19e siècle	1	2	3	4	[23] ____
les jardins du 19e siècle	1	2	3	4	
FAIRE L'EXPÉRIENCE ...					
d'un lieu historique	1	2	3	4	
de ce lieu historique précis	1	2	3	4	
RELAXER	1	2	3	4	[27] ____
ACCOMPAGNER DES AMIS OU DES PARENTS	1	2	3	4	
J'ÉTAIS À KINGSTON	1	2	3	4	
PAR CURIOSITÉ	1	2	3	4	
SUR MON ITINÉRAIRE	1	2	3	4	
ÊTRE AVEC MA FAMILLE	1	2	3	4	[32] ____
Autre _____ (Veuillez préciser)	1	2	3	4	

12. Compte tenu de votre réponse à la question 11 (raison de votre visite), vos attentes ont-elles été comblées?

Oui 1
Non 2

Veuillez expliquer_____
_____
_____
_____
_____

RÉSERVÉ À L'USAGE DU BUREAU

13. Dans quelle mesure avez-vous été satisfait(e) des services suivants? (Encercler un chiffre sur chaque ligne.)

	Très satisfait(e)	Indifférent(e)	Insatisfait(e)	Pas utilisé/ pas remarqué	
CENTRE D'ACCUEIL :					
Présentations audio-visuelles	1	2	3	4	43 ____
Toilettes	1	2	3	4	
Expositions au Centre d'accueil	1	2	3	4	
Information touristique	1	2	3	4	48 ____
Personnel du Centre d'accueil	1	2	3	4	
VILLA-BELLEVUE :					
Personnel	1	2	3	4	
Programmes	1	2	3	4	
ESPACES VERTS:					
Personnel des espaces verts	1	2	3	4	60 ____
Jardins et espaces verts	1	2	3	4	
Panneaux extérieurs	1	2	3	4	
PANNEAUX INDICATEURS	1	2	3	4	
STATIONNEMENT	1	2	3	4	64 ____

14. Dans un lieu historique, que préférez-vous? (Encercler un chiffre.)

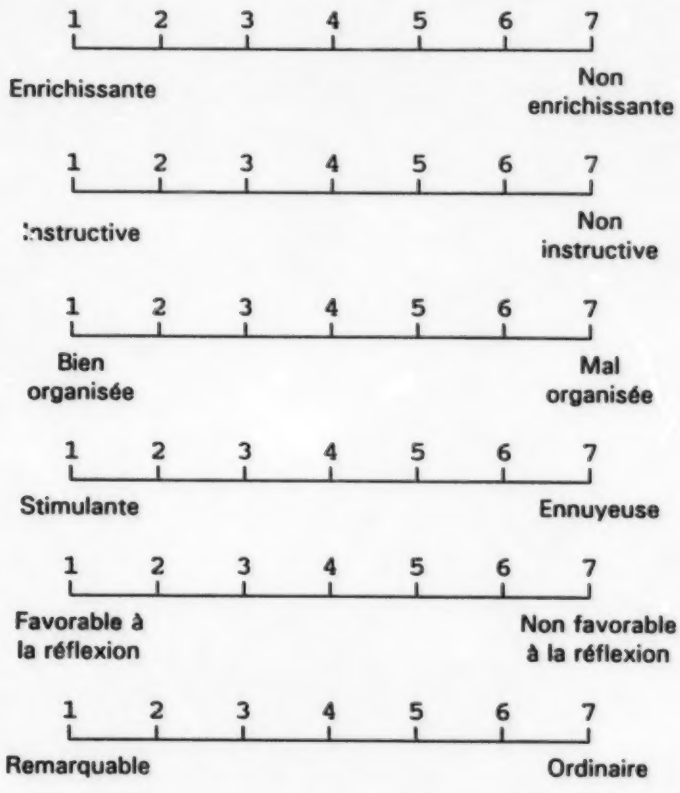
Un tour guidé? 1

Un tour auto-guidé avec des employés répartis sur les lieux, pour aller à votre rythme? 2

Vous servir d'un livret-guide et lire des panneaux descriptifs? 3

RÉSERVÉ
À L'USAGE
DU BUREAU

15.a. Dans l'ensemble, comment coteriez-vous, sur les échelles qui suivent, votre visite des lieux? (Er cercler le chiffre approprié dans chaque échelle.)



03

b. Qu'avez-vous aimé le plus de votre visite?

_____

_____

16. Comment votre visite aurait-elle pu être améliorée?

_____

_____

AU SUJET DE VOTRE VOYAGE

(Si vous vivez dans la région de Kingston, veuillez sauter cette section. Passer à la question 21.)

17. Au cours de ce voyage, combien de nuit(s) aviez-vous prévu passer hors de votre domicile?

_____ Nuits

RÉSERVÉ À L'USAGE DU BUREAU

18. Et combien de nuit(s) avez-vous passées dans la région de Kingston?

_____ Nuits

19. Dans ce qui suit, qu'est-ce qui décrit le mieux le but de votre voyage? (Encercler tous les chiffres appropriés.)

Tourisme	1
Visiter des parents ou des amis	2
Voyage éducatif	3
Loisirs dans la nature	4
Voyage d'affaires	5
Visiter le lieu historique national de la Villa-Bellevue	6
Visiter la région de Kingston	7
Faire l'expérience de l'histoire canadienne	8
Excursion scolaire	9
Excursion de l'âge d'or	10
Autre excursion organisée	11
Excursion familiale	12
Autre but _____ (Veuillez préciser)	13

20. Quelles sont, parmi les attractions suivantes de la région de Kingston, celles que vous avez visitées au cours de votre voyage? (Encercler tous les chiffres appropriés.)

Fort Henry	1
Train d'excursion	2
Croisière en bateau	3
Musée de la marine	4
Centre des arts Agnes Etherington	5
Autre _____ (Veuillez préciser)	6

04

Et pour terminer ce sondage, les quelques questions suivantes concernant vos antécédents nous permettront d'analyser les résultats de cette étude.

21. En quelle année êtes-vous né(e)?

1				

22. Quel est votre code postal? («Zip Code» aux États-Unis)

23. Êtes-vous?

HOMME 1 FEMME 2

• • • Merci de votre aide! • • •